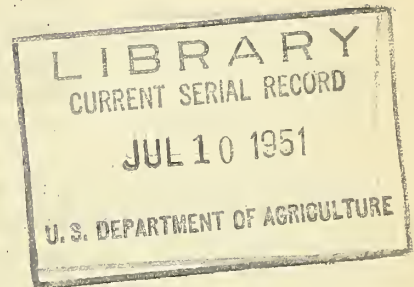


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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN

MAY 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
June 1951

FOREWORD

This report presents data on consumer purchases during May 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U.S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,
under contract with the U.S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

MAY 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased 1,753,000 gallons of frozen concentrated orange juice in May 1951, about 7 percent less than in April but 41 percent above purchases in May 1950. Consumers paid an average of 21.9 cents per 6-ounce can, unchanged from the previous month but well below the average of 27.2 cents paid in May last season.

Purchases of fresh oranges, frozen concentrated orange juice, and canned single strength orange juices by householders during May totaled the equivalent of 5,168,000 boxes of fresh fruit--14 percent below purchases in April but 7 percent larger than those in May a year ago. Fresh orange purchases represented 54 percent of the total--the same proportion as in May of last year, while frozen concentrated orange juice purchases increased to 28 percent and canned single strength orange juice declined to 18 percent.

Frozen concentrated grapefruit juice purchases during May 1951 amounted to 55,000 gallons, at an average price of 16.8 cents per 6-ounce can. Consumers bought 91,000 gallons of frozen concentrated orange-grapefruit blended juice during the month. The average price paid was 18.5 cents per 6-ounce can.

Total household purchases of canned single strength juices in May 1951 were slightly above the April level. Purchases of canned tomato and pineapple juices increased, while those of canned orange, grapefruit, and orange-grapefruit blended juices declined. For the season to date, household purchases of canned orange juice were about 12 percent below those of the corresponding period last season, while grapefruit juice purchases were up about 32 percent and purchases of orange-grapefruit blended juice and pineapple juice were about the same.

Household purchases of fresh oranges totaled 2,796,000 boxes in May 1951, about 7 percent larger than a year ago. Fresh grapefruit household purchases during the month were 1,263,000 boxes, 47 percent more than in May 1950. The increase of 25 percent in purchases of California-Arizona oranges over May a year ago accounted for most of the gain in orange purchases. The average price per dozen paid in May for California-Arizona oranges was 52.3 cents and for Florida oranges 45.1 cents, relatively unchanged from prices a year ago. The average price paid for fresh grapefruit in May was 94.3 cents per dozen, substantially below the \$1.19 paid in May 1950.

Householders purchased 314,000 boxes of fresh lemons in May 1951, an increase from April but about the same as purchases in May 1950. The average price was 44.5 cents per dozen, up slightly from April and last May.

Householders bought 4,304 tons of dried prunes during May 1951, a 20 percent decline from purchases in April and 17 percent below those in May last year. The average price consumers paid for dried prunes declined slightly to 26.7 cents per pound in May 1951--the first decrease since August 1950.

Date purchases by householders during May 1951 totaled 813 tons, 31 percent below the amount bought in April. Most of the decline was accounted for by a very sharp reduction in purchases of domestic dates. Consumers paid an average of 31.7 cents per pound for domestic dates, slightly higher than in April, and 45 cents per pound for imported dates.

FROZEN CONCENTRATED JUICES

Householders purchased 1,753,000 gallons of frozen concentrated orange juice in May 1951, a decline of 7 percent from the amount bought in April. Purchases in May, however, were 41 percent larger than in the same month last year (fig. 3). Consumer purchases of frozen concentrated orange juice during each month, October 1950-May 1951, have totaled between 1,600,000 and 1,900,000 gallons. Purchases each month were about 50 percent more than in the same months last season, even though seasonally large supplies of fresh citrus fruits were available.

Purchases of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice by householders during May 1951 were equivalent to 5,168,000 boxes of fresh fruit--14 percent less than in April but about 7 percent larger than in May 1950 (fig. 1). Fresh orange purchases represented 54 percent of the May 1951 total and frozen concentrated orange juice 28 percent, while canned single strength juice accounted for 18 percent. Compared with the same month last year, frozen concentrated orange juice increased in relative importance, but there was a substantial decline in the proportion accounted for by canned single strength juice. Fresh oranges represented the same percentage of the total as a year ago.

The average price household consumers paid for frozen concentrated orange juice in May 1951 was 21.9 cents per 6-ounce can, unchanged from April, but about 20 percent below the average of 27.2 cents paid in May of last year (fig. 3). The average price paid by consumers during the period October 1950-May 1951 has remained relatively unchanged at about 21 to 22 cents per 6-ounce can.

About 18 percent of all families bought frozen concentrated orange juice during the month, about the same as in April, but in May 1950 only 14.5 percent of all families made purchases (fig. 3). The average size of consumer purchases during May 1951 was 12.9 ounces, compared with 13.6 ounces in April. The average size of consumer purchases of frozen concentrated orange juice each month this season exceeded those of the corresponding months of last season.

Frozen concentrated grapefruit juice purchases in May 1951 totaled 55,000 gallons, at an average price of 16.8 cents per 6-ounce can (fig. 4). Purchases of frozen concentrated orange-grapefruit blended juice amounted to 91,000 gallons in May, for which householders paid an average of 18.5 cents per 6-ounce can.

CANNED JUICES

Household purchases of all canned single strength juices during May 1951 amounted to 6,636,000 cases (equivalent No. 2 cans), slightly above April purchases but about 3 percent below those of May a year ago. Purchases of canned orange, grapefruit, and orange-grapefruit blended juices declined from April, but purchases of canned tomato and pineapple juices increased. Average prices paid for canned citrus juices were almost unchanged from April, but were substantially below the levels of a year ago.

Fifty-one percent of all families purchased canned single strength juices during May. This was slightly below the proportion of families that purchased these juices in May a year ago, but is the highest proportion since last June.

Householders purchased 1,261,000 cases of canned single strength orange juice in May, 10 percent less than in April but nearly 14 percent below purchases in May 1950 (fig. 5). The average price paid was practically unchanged from April but was down about 13 percent from a year ago. For the season to date (October 1950 through May 1951), total household purchases of canned orange juice were 12 percent below the same period last season, in spite of substantially lower prices.

Household purchases of canned grapefruit juice declined slightly from April to 931,000 cases (equivalent No. 2 cans) in May, but were about 21 percent above purchases in May 1950 (fig. 5). The average price of 28.0 cents per 46-ounce can paid by consumers for canned grapefruit juice in May 1951 was practically unchanged from April but was about 26 percent below the price paid in the same month last year. For the season to date (October 1950 through May 1951), household purchases of canned grapefruit juice were 32 percent above those of the same period last season, while the average price paid each month since December has been substantially below that period last season. Consumer purchases of canned orange-grapefruit blended juice were also down slightly from April and were 18 percent below those of May a year ago. During May 1951 consumers paid an average of 32.3 cents per 46-ounce can of canned orange-grapefruit blended juices, almost unchanged from April but 17 percent below that paid in May 1950. For the season to date, household purchases were almost the same as in October 1949-May 1950 while the average prices paid were considerably below those of last season.

May household purchases of canned pineapple juice showed the largest increase over April of any of the canned single strength juices. Purchases totaled 1,023,000 cases (equivalent No. 2 cans), 215,000 more than in April and, except for March 1950, were the highest of any month since this series began in October 1949 (fig. 6). These are the only two months in this period when purchases have exceeded a million cases. The volume of canned pineapple juice household purchases for the season to date (October 1950-May 1951) has been almost equal to that of the same period last year, with slightly lower prices paid by consumers.

In May 1951 householders purchased 1,547,000 cases (equivalent No. 2 cans) of canned tomato juice, compared with 1,493,000 cases in April and 1,578,000 cases last May. The average price paid by householders was 28.2 cents per 46-ounce can, practically the same as in April but 1.3 cents above the average price paid in May 1950 (fig. 6). (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

Household purchases of fresh oranges and grapefruit declined seasonally in May, while fresh lemon purchases increased. Prices paid for fresh citrus fruits were up slightly from April, but with the exception of lemons, were lower than in May 1950.

Fresh orange purchases by householders totaled 2,796,000 boxes in May--decreasing seasonally from April--but above the 2,620,000 boxes purchased in May a year ago. California-Arizona oranges accounted for 42 percent of total fresh orange household purchases during May; Florida oranges, 44 percent; and oranges unidentified as to origin, 14 percent.

Purchases of fresh Florida oranges by householders in May totaled 1,243,000 boxes, down 12 percent from April but practically the same as in May 1950 (fig. 7). The average price of Florida oranges paid by householders in May--45.1 cents per dozen--was almost unchanged from April but slightly below that of a year ago. Volume of purchases of Florida oranges during the first 8 months of the marketing season (October-May) was about the same as in this period last season.

Household purchases of California-Arizona oranges in May were down from the April total to 1,171,000 boxes, but were larger than the 934,000 boxes purchased in May 1950 (fig. 7). Purchases of California-Arizona oranges by consumers during the first 7 months of the current season (November-May) were nearly 10 percent more than in this period last year. The average price paid by householders in May for California-Arizona oranges was 52.3 cents per dozen, up slightly from April but a little below that of last May.

Fresh grapefruit purchases by householders declined in May to 1,263,000 boxes, but were nearly 47 percent above purchases in May 1950 (fig. 8). Householders paid an average price of 94.3 cents per dozen for grapefruit during the month, practically the same as in April but substantially less than the average of \$1.19 per dozen in May 1950. The average price in May was 75.6 cents per dozen for California-Arizona grapefruit and 98.4 cents for Florida grapefruit. Household purchases from October 1950 through May 1951 were about 27 percent above purchases in the same period last season.

Household consumers purchased 314,000 boxes of fresh lemons in May (fig. 8), about the same as in May 1950 and 68,000 boxes more than in April. The average price was 44.5 cents per dozen, up slightly from April 1951 and May a year ago.

DRIED FRUIT

Householders purchased 4,304 tons of dried prunes in May 1951, a sharp decline from purchases in the preceding month and the 5,174 tons bought in May 1950 (fig. 9). Consumers paid an average of 26.7 cents per pound for dried prunes during the month, compared with 27.1 cents in April. This marked the first decline in the average price paid by householders since August 1950. The average price in May, however, was still considerably above the 23.1 cents of May 1950. Despite the smaller consumer purchases in both April and May, compared with last year, total purchases of dried prunes in the 8 months October 1950-May 1951 were 6 percent larger than in the same period a year ago.

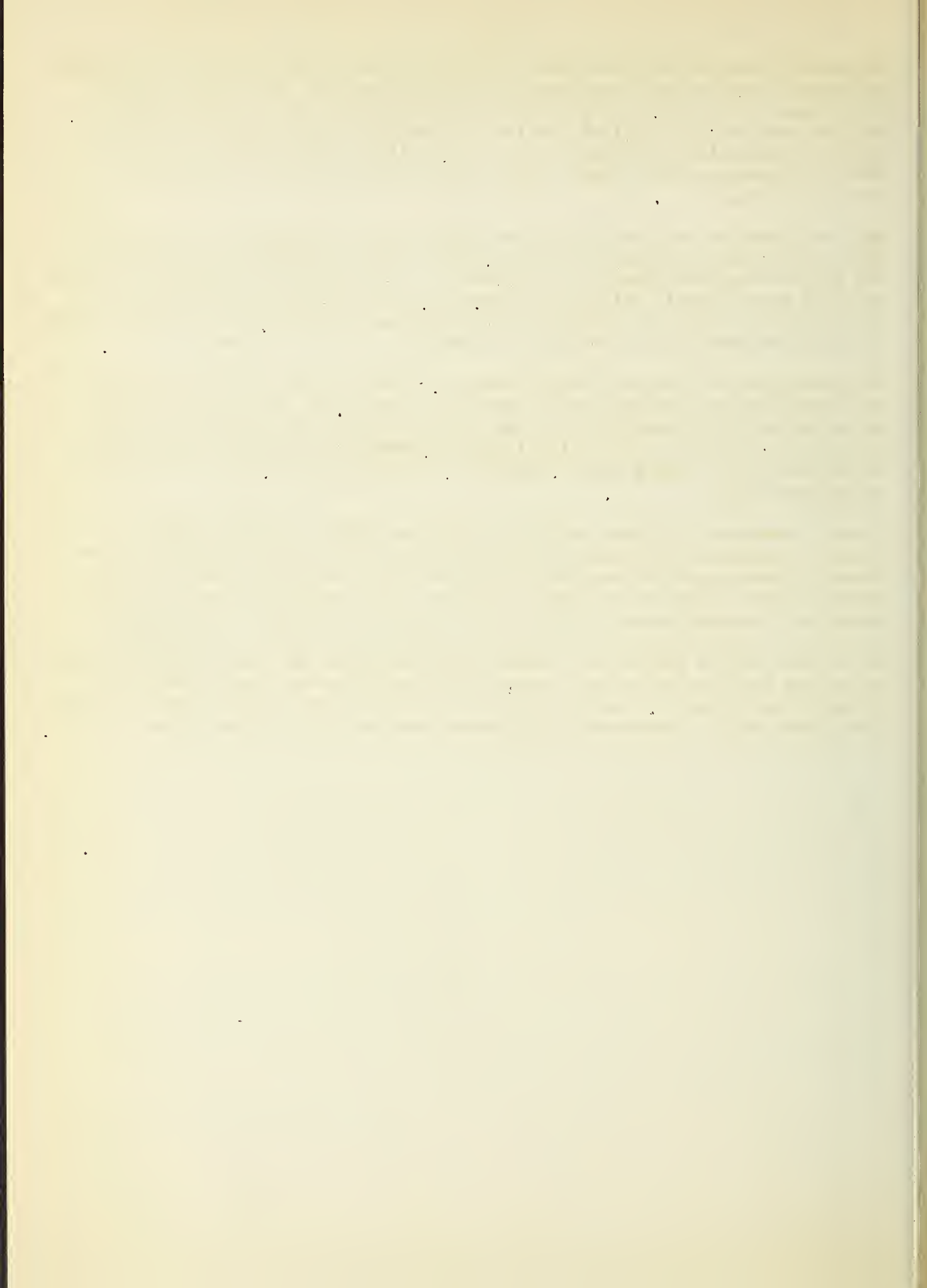
The reduction in consumer purchases of dried prunes in May 1951 was in part due to the decline in the percentage of families buying--11.2 percent--compared with the 14.7 percent in April and the 12.4 percent in May a year ago. May is the first month of the October 1950-May 1951 period in which the percent of families buying dried prunes was below that of the corresponding month a year ago. The average size of consumer purchases during May 1951 was 22.9 ounces per purchase, almost unchanged from that in April but 8 percent smaller than in May of last year.

Household purchases of prune juice in May amounted to 354,000 cases (equivalent No. 2 cans), up slightly from April but about 8 percent below the level of a year ago. The average price paid by householders in May was 32.6 cents per 32-ounce bottle, a slight decline from April but 14 percent above the average price paid in May 1950. May was the first month since August 1950 that the average price of prune juice did not increase from the preceding month (fig. 9).

Date purchases by householders in May 1951 totaled 813 tons, 31 percent below the amount bought in April. The major part of the reduction was accounted for by the 41 percent decline in purchases of domestic dates--428 tons compared with 725 tons in April (fig. 10). Purchases of imported dates declined only 10 percent to a total of 284 tons for the month. About 100 tons, or 12 percent, of the dates purchased in May were not identified as to origin.

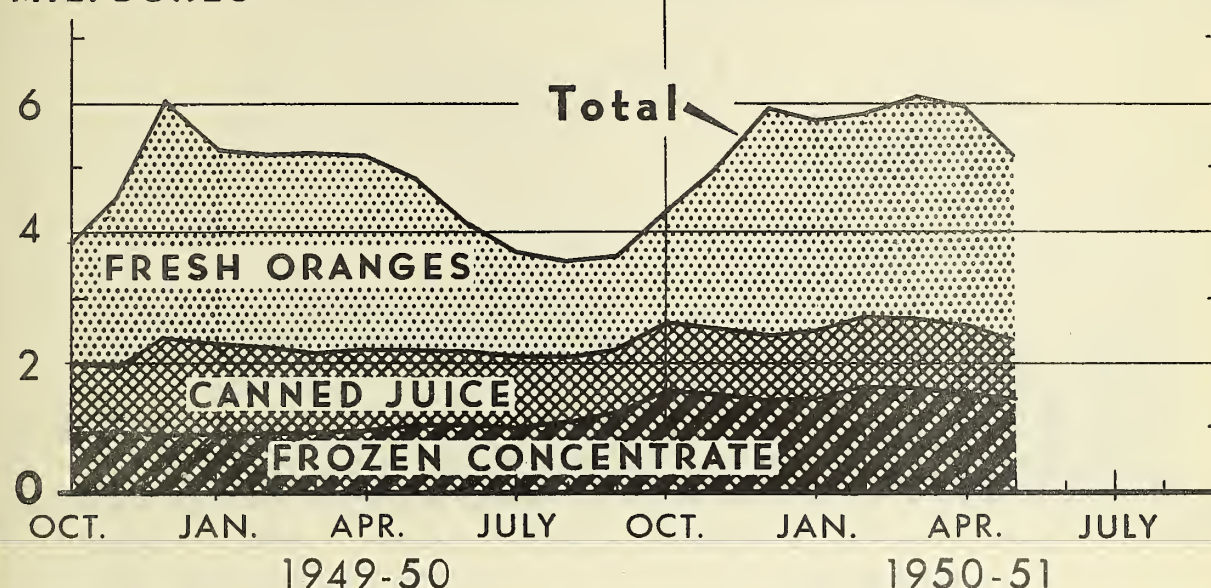
Consumers paid an average of 31.7 cents per pound for domestic dates during the month, slightly higher than in April. On the other hand, the 45 cents per pound paid for imported dates was a reduction from the average of 47.7 cents in the previous month (fig. 10). The percent of families buying dates in May declined to 3.5 percent, compared with 4.9 percent in the preceding month (table 4).

Consumer purchases of dried apricots during May 1951 amounted to 658 tons and dried peaches, 317 tons. This represented an 18 percent decline in purchases of dried apricots compared with April and a 34 percent decline for dried peaches. Householders paid an average of 60 cents per pound for dried apricots in May--26 percent above that of a year ago--while the average of 44 cents per pound for dried peaches represented an increase of 32 percent in the same period (table 4). Householders purchased 197 tons of dried apples during May 1951, about the same as in April and 13 percent above purchases in May 1950. Consumers paid an average of 45 cents per pound for dried apples during May 1951, an increase of 25 percent over the price a year ago.



PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,508	958 4/	1,061	1,013	2,266	2,556	4,835	4,527 4/
December	1,412	867 4/	1,056	1,544 4/	3,415	3,633	5,883	6,044 4/
October-December 3/	4,938	2,998 4/	3,464	4,047	7,985	8,808	16,387	15,853 4/
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,619	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/	10,044	5,908 4/	7,058	8,414	18,498	18,678	35,600	33,000 4/
April	1,546	937	1,043	1,259	3,401	3,002	5,990	5,198
May	1,428	1,027	944	1,186	2,796	2,620	5,168	4,833
June		1,039		1,151		1,965		4,155
October-June 3/		9,154 4/		12,335		26,860		48,349 4/
July		1,006		1,097		1,622		3,725
August		1,080		1,000		1,499		3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 4/		15,677		31,797		60,200 4/

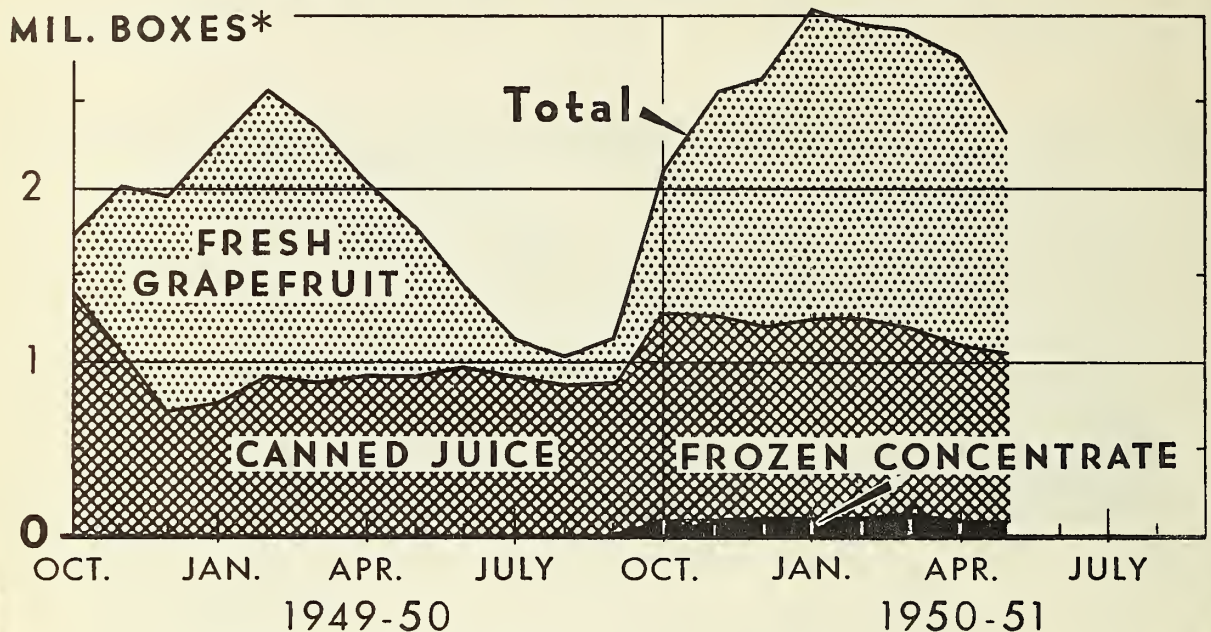
1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	105	---	1,181	1,390	830	334	2,116	1,724
November	98	---	1,151	1,065	1,319	953	2,568	2,018
December	102	---	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	---	3,756	3,389	3,925	2,851	8,016	6,240
January	101	---	1,139	745	1,810	1,533	3,050	2,278
February	107	---	1,152	912	1,709	1,670	2,968	2,582
March	125	---	1,081	880	1,713	1,477	2,919	2,357
October-March 3/	598	---	7,431	6,148	9,687	7,929	17,816	14,077
April	87	---	1,017	924	1,660	1,123	2,764	2,047
May	82	---	909	922	1,263	861	2,314	1,783
June		---		993		422		1,415
October-June 3/		---		9,220		10,531		19,751
July		---		929		214		1,143
August		---		863		172		1,035
September		---		874		262		1,136
Season 3/		---		12,100		11,212		23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

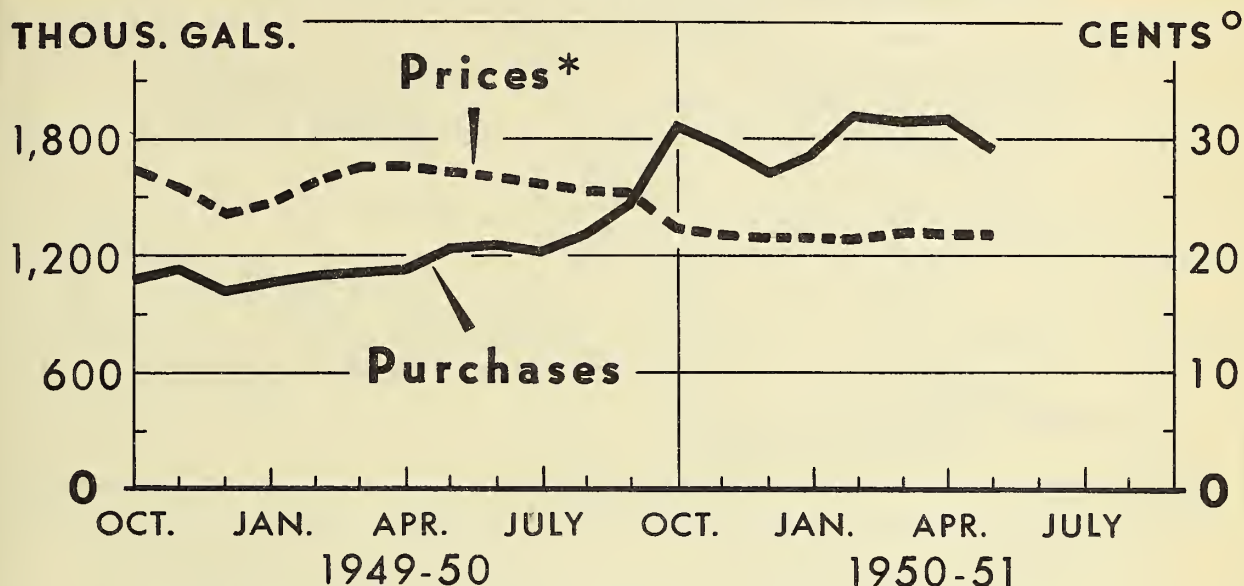
2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^o PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48004-XX BUREAU OF AGRICULTURAL ECONOMICS

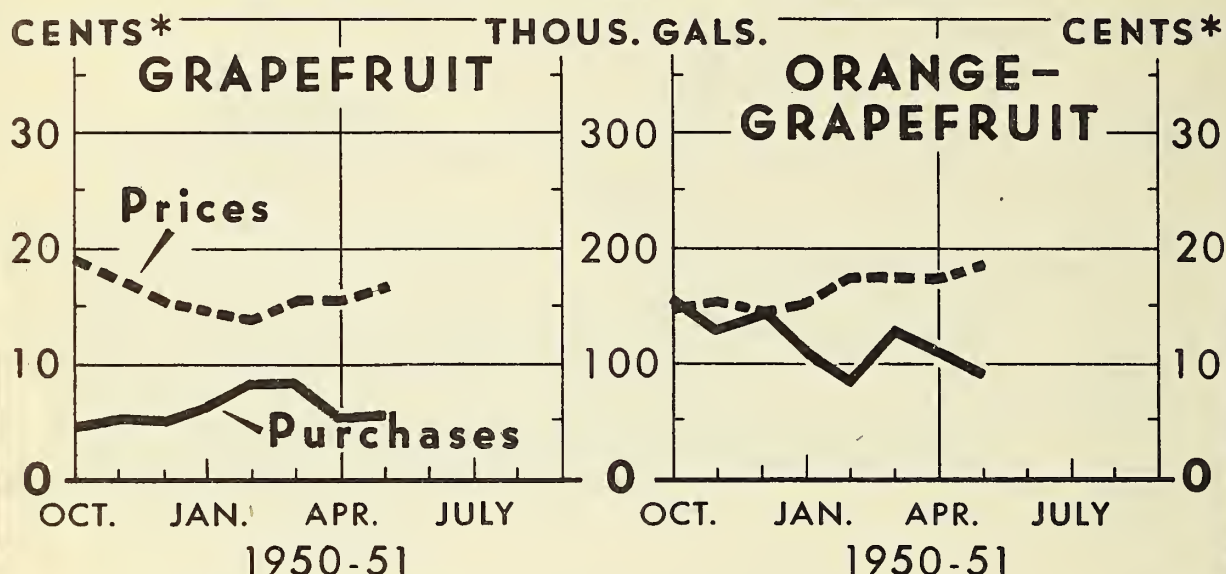
Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/	11,752	7,063		
April	1,892	1,134	21.9	27.3
May	1,753	1,243	21.9	27.2
June		1,258		26.3
October-June 1/		10,993		
July		1,218		26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

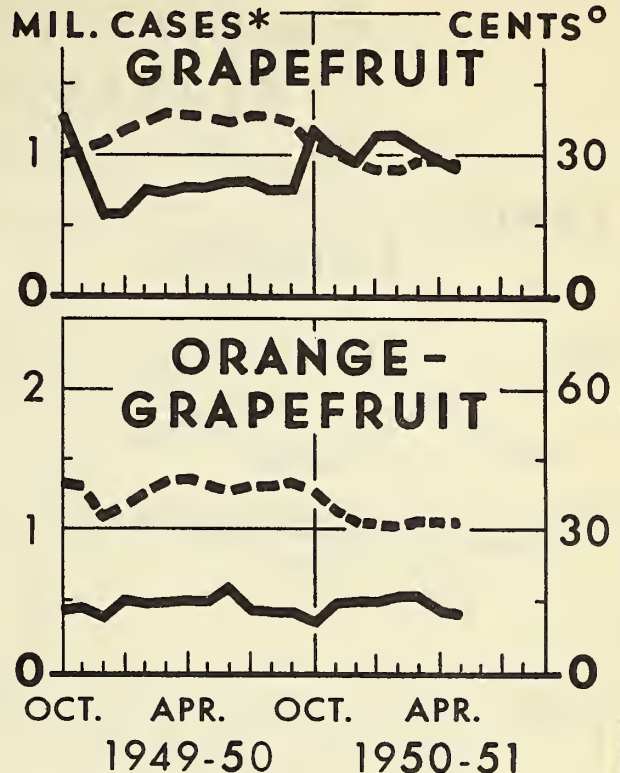
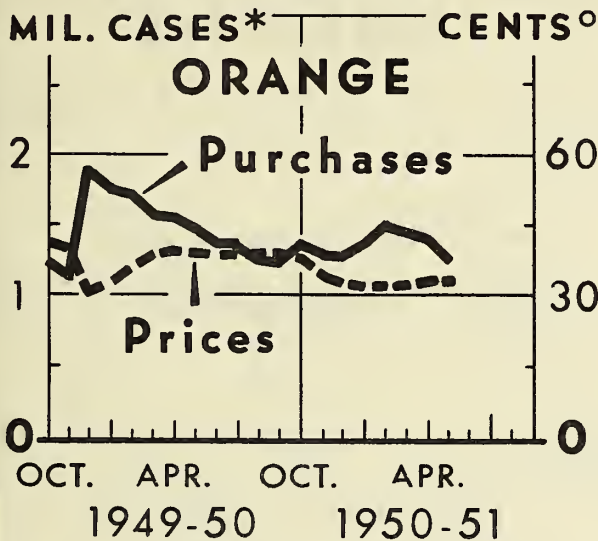
Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	1,000 gallons	Cents	1,000 gallons	Cents
1950-51				
October	45	19.1	157	14.3
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/	419		813	
April	51	15.5	111	17.4
May	55	16.8	91	18.5
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5-- Canned citrus juices: Consumer purchases and prices paid, October 1949 to date

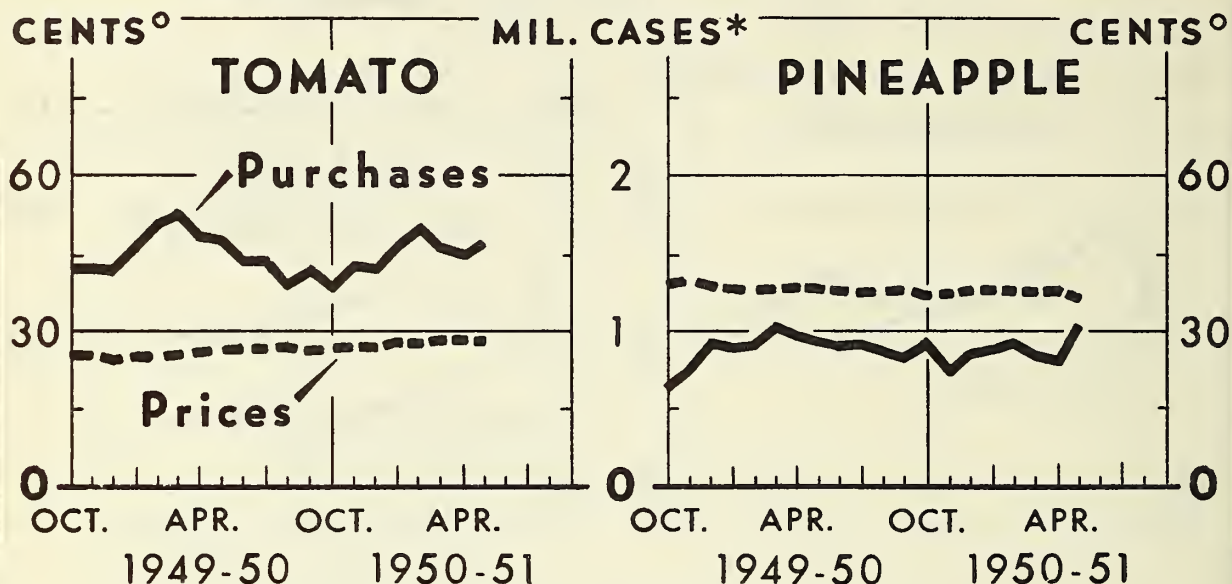
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹	1950-51 ¹	1949-50 ¹
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/	8,931	10,275			7,012	5,214			3,193	2,961		
April	1,403	1,565	33.2	39.1	975	768	28.4	38.0	429	498	32.0	40.5
May	1,261	1,462	33.3	38.4	931	767	28.0	37.8	405	494	32.3	39.2
June		1,365		37.8		798		36.6		588		38.0
Oct.-June 2/		15,068				7,737				4,674		
July		1,366		37.9		808		37.6		428		38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24#2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

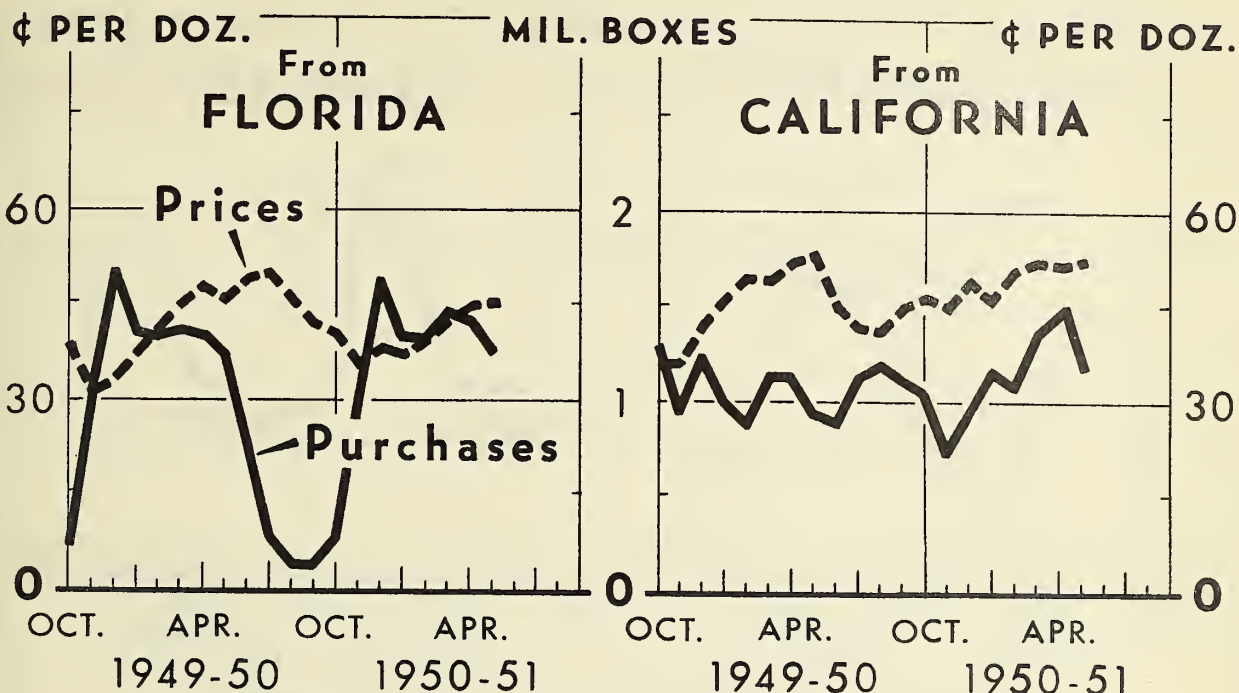
Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	1,293	1,396	27.1	24.8	915	656	37.2	39.1
December	1,426	1,413	27.4	24.8	757	762	37.4	39.7
October-December 2/	1,416	1,393	27.5	24.6	857	924	37.7	38.9
	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,541	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/	9,591	9,993			5,648	5,685		
April	1,493	1,610	28.3	26.5	808	990	38.0	38.3
May	1,547	1,578	28.2	26.9	1,023	938	36.4	38.4
June		1,452		26.9		920		38.0
October-June 2/		15,015				8,772		
July		1,452		26.9		927		37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

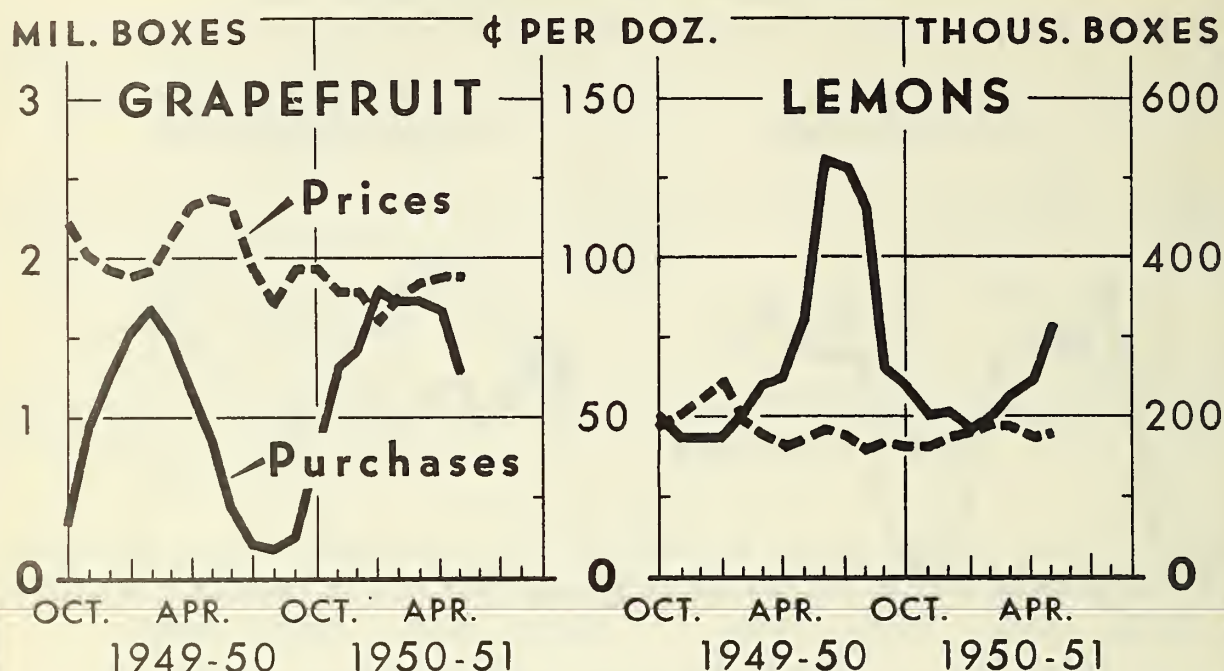
Fig.7.—Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	278	218	40.5	38.6	1,045	1,293	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/	7,713	7,697			6,797	6,947		
April	1,412	1,340	44.6	48.0	1,472	1,121	51.8	52.3
May	1,243	1,229	45.1	46.3	1,171	934	52.3	53.2
June		778		48.8		902		44.6
October-June 1/		11,338				10,092		
July		258		50.2		1,135		41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

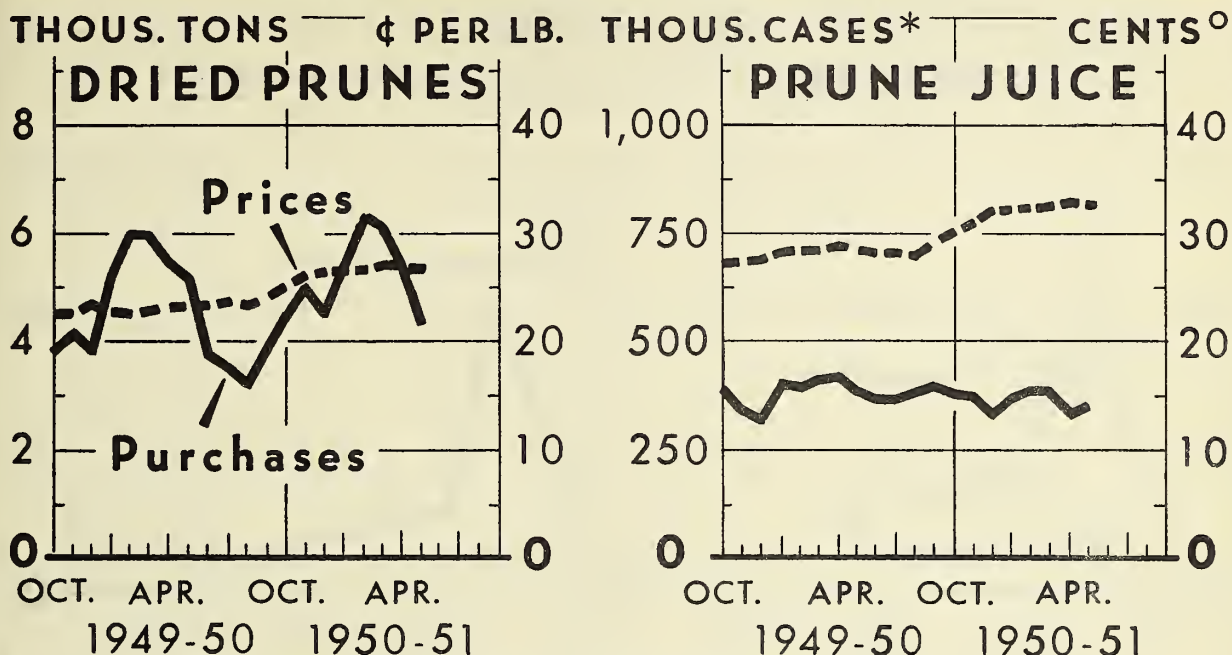
Fig.8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/	9,687	7,929			1,365	1,257		
April	1,660	1,123	94.0	117.4	246	249	42.3	40.8
May	1,263	861	94.3	118.9	314	320	44.5	42.4
June		422		116.5		519		45.5
October-June 1/		10,531				2,432		
July		214		97.4		512		44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's °CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.—Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

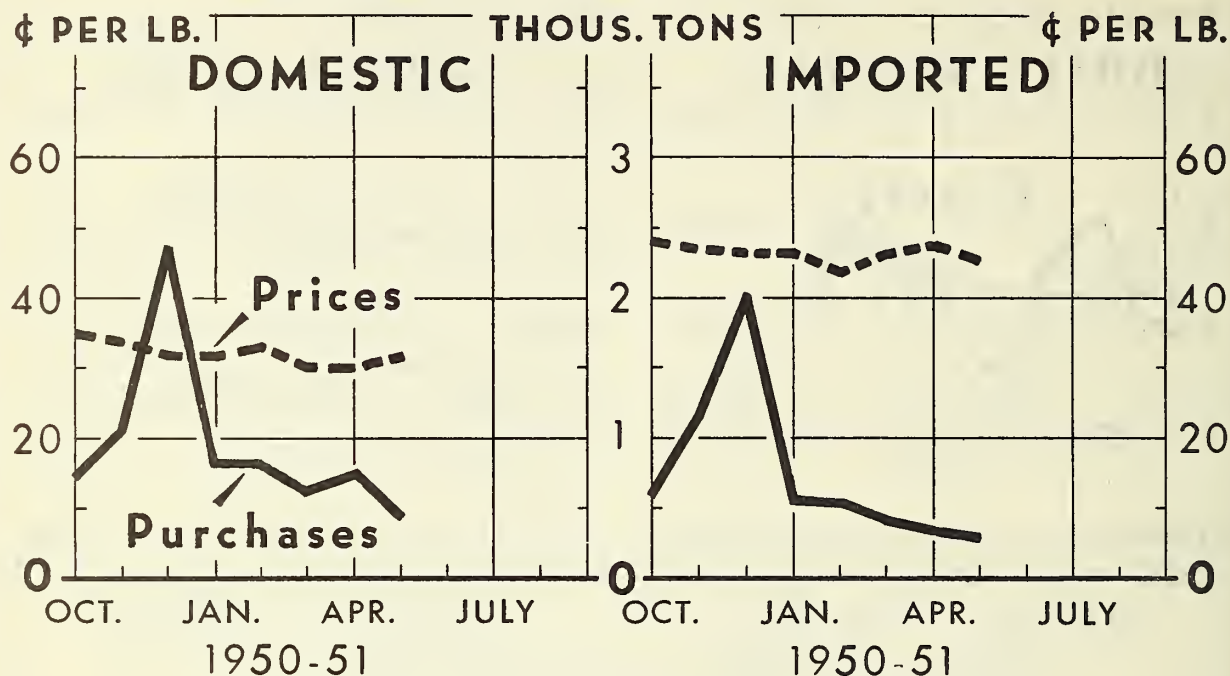
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	6,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/	35,037	31,512			2,439	2,459		
April	5,405	5,528	27.1	23.0	334	417	32.9	28.7
May	4,304	5,174	26.7	23.1	354	386	32.6	28.5
June		3,756		23.2		369		28.4
October-June 2/		46,962				3,736		
July		3,507		23.7		368		28.4
August		3,193		23.3		379		28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	<u>Tons</u>	<u>Cents</u>	<u>Tons</u>	<u>Cents</u>
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,643		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/	7,077		5,805	
April	725	30.0	315	47.7
May	428	31.7	284	45.0
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, May 1951, April 1951, and May 1950 ^{1/}

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice			
May 1951	1,753	18.2	21.9
April 1951	1,892	18.3	21.9
May 1950	1,243	14.5	27.2
Grapefruit juice			
May 1951	55	1.0	16.8
April 1951	51	1.2	15.5
May 1950 ^{2/}	-	-	-
Orange-grapefruit blend			
May 1951	91	1.3	18.5
April 1951	111	1.6	17.4
May 1950 ^{2/}	-	-	-
Grape juice			
May 1951	127	2.9	23.7
April 1951	121	2.6	25.2
May 1950	94	2.2	26.2
Other concentrates			
May 1951	97	^{2/}	16.9
April 1951	45	^{2/}	17.4
May 1950 ^{2/}	-	-	-
Total			
May 1951	2,123	20.1	
April 1951	2,220	19.9	
May 1950	1,430	15.5	

^{1/} Each month represents a 4-week period.

^{2/} Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, May 1951, April 1951, and May 1950 ^{1/}

Commodity	Consumer purchases of 24 No. 2's of 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can ^{2/} Cents
Orange			
May 1951	1,261	12.9	33.3
April 1951	1,403	13.8	33.2
May 1950	1,462	16.0	38.4
Grapefruit			
May 1951	931	11.0	28.0
April 1951	975	10.9	28.4
May 1950	767	9.8	37.8
Orange-grapefruit blend			
May 1951	405	5.4	32.3
April 1951	429	5.5	32.0
May 1950	494	6.9	39.2
Lemon			
May 1951	63	3.5	10.4
April 1951	48	2.8	10.6
May 1950	48	3.1	13.4
Tomato			
May 1951	1,547	18.9	28.2
April 1951	1,493	18.4	28.3
May 1950	1,578	20.6	26.9
Pineapple			
May 1951	1,023	14.2	36.4
April 1951	808	12.2	38.0
May 1950	938	13.7	38.4
Prune			
May 1951	354	5.8	32.6
April 1951	334	5.6	32.9
May 1950	386	6.7	28.5
Total ^{3/}			
May 1951	6,636	51.0	
April 1951	6,474	49.8	
May 1950	6,873	51.9	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits, U. S. total consumer purchases, percentage of families buying, and average prices, May 1951, April 1951, and May 1950 ^{1/}

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges.			
California-Arizona			
May 1951	1,171	25.4	52.3
April 1951	1,472	27.9	51.8
May 1950	934	22.5	53.2
Florida			
May 1951	1,243	19.9	45.1
April 1951	1,412	22.5	44.6
May 1950	1,229	21.2	46.3
Total ^{2/}			
May 1951	2,796	48.1	48.6
April 1951	3,401	51.9	47.7
May 1950	2,620	47.0	49.0
Grapefruit			
California-Arizona			
May 1951	187	3.8	75.6
April 1951	240	4.2	72.8
May 1950 ^{3/}	-	-	-
Florida			
May 1951	659	13.0	98.4
April 1951	856	15.3	98.8
May 1950 ^{3/}	-	-	-
Total ^{4/}			
May 1951	1,263	25.8	94.3
April 1951	1,660	30.1	94.0
May 1950	861	19.6	118.9
Lemons			
May 1951	314	27.0	44.5
April 1951	246	24.0	42.3
May 1950	320	27.6	42.4

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Information not available.

^{4/} Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases,--percentage of families buying, and average prices, May 1951, April 1951, and May 1950 ^{1/}

Commodity	Consumer purchases Tons	Percentage of families buying Percent	Average price per pound Cents
Apples			
May 1951	197	1.2	44.9
April 1951	196	1.1	47.8
May 1950	172	1.1	36.0
Apricots			
May 1951	658	3.0	59.9
April 1951	807	3.4	59.5
May 1950	636	2.7	47.7
Dates			
Domestic			
May 1951	428	1.5	31.7
April 1951	725	2.5	30.0
May 1950 ^{2/}	-	-	-
Imported			
May 1951	284	1.8	45.0
April 1951	315	2.1	47.7
May 1950 ^{2/}	-	-	-
Total ^{3/}			
May 1951	813	3.5	35.8
April 1951	1,188	4.9	34.3
May 1950	578	3.0	35.9
Peaches			
May 1951	317	1.4	43.4
April 1951	481	1.8	41.9
May 1950	446	1.7	32.8
Prunes			
May 1951	4,304	11.2	26.7
April 1951	5,405	14.7	27.1
May 1950	5,174	12.4	23.1

^{1/} Each month represents a 4-week period.

^{2/} Information not available.

^{3/} Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.—Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, April 1951 (4-week period)

Commodity	Purchases				Average prices			
	Percentage of all:		Per 1,000		Size of aver-		Per actual	
	families buying:	total all	capita	age purchase:	unit	Size	Cents	No. 2 can
	Percent	1,000 cases 1/	Cases 1/	Ounces			Cents	
Canned juices								
Orange	12.9	1,261	8.4	62.1	46 oz.	33.3	13.5	
Grapefruit	11.0	931	6.2	59.4	46 oz.	28.0	11.3	
Orange-gpft. blend	5.4	405	2.7	54.1	46 oz.	32.3	12.9	
Tangerine	1.6	104	.7	47.9	46 oz.	29.8	12.5	
Lemon	3.5	63	.4	15.2	5½-6 oz.	10.4	34.0	
Apple	3.9	257	1.7	44.4	32 oz.	23.9	12.3	
Grape	5.1	170	1.2	38.1	32 oz.	39.1	26.4	
Pineapple	14.2	1,023	6.8	50.5	46 oz.	36.4	14.6	
Prune	5.8	354	2.4	37.9	32 oz.	32.6	18.5	
Tomato	18.9	1,547	10.3	49.4	46 oz.	28.2	11.9	
Vegetable combination	3.8	191	1.3	37.8	46 oz.	37.6	15.9	
Other juices	2/	324	2.1	37.0	46 oz.	37.6	16.5	
Total	51.0	6,636	44.2	48.6			13.9	
Frozen concentrated juices								
Orange	18.2	1,753	11.7	12.9	6 oz.	21.9		
Grape	2.9	127	.8	8.7	6 oz.	23.7		
Grapefruit	1.0	55	.4	12.1	6 oz.	16.8		
Orange-gpft. blend	1.3	91	.6	12.6	6 oz.	18.5		
Other concentrates	2/	97	.7	12.9	6 oz.	16.9		
Total	20.1	2,123	14.2	12.5				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.
 2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.---Fresh citrus fruit: U. S. total consumer purchases and average prices, May, 1951 (4-week period)

Commodity	Purchases				Average price per dozen Cents				
	Percentage of all families buying:	Total	Per 1,000 capita	Size of average purchase:					
						all families buying:	1,000 boxes	Boxes	Units
Oranges									
California-Arizona	25.4	1,171	7.8	10.4	52.3				
Florida	19.9	1,243	8.3	11.8	45.1				
Texas 1/	-	-	-	-	-				
Unidentified	10.0	345	2.3	10.2	47.0				
Total	48.1	2,796	18.6	10.9	48.6				
Grapefruit									
California-Arizona	3.8	187	1.2	4.7	75.6				
Florida	13.0	659	4.4	4.0	98.4				
Texas 1/	-	-	-	-	-				
Unidentified	9.4	331	2.2	3.7	96.1				
Total	25.8	1,263	8.4	4.0	94.3				
Lemons	27.0	314	2.1	6.1	44.5				
Total 2/	61.7	4,388	29.1	8.2	53.5				

1/ Too few purchases reported for analysis.

2/ Includes small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Dried fruit: U. S. total consumer purchases and average prices, May 1951 (4-week period)

Commodity	Purchases					Average price per pound
	Percent		Per 1,000 capita		Size of average purchase: Ounces	
	all families		: 1,000 capita			
	Total families	Per Pounds	average purchase: Ounces	Cents		
Apples	1.2	197.1	2.6	11.5	44.9	
Apricots	3.0	658.3	8.8	14.2	59.9	
Dates						
Domestic	1.5	428.5	5.7	17.6	31.7	
Imported	1.8	284.1	3.8	9.9	45.0	
Unidentified	.4	100.7	1.4	18.7	27.6	
Total	3.5	813.3	10.9	13.9	35.5	
Peaches	1.4	316.8	4.2	15.0	43.4	
Prunes	11.2	4,303.9	57.4	22.9	26.7	
Total 1/	26.1	6,558.4	87.5	18.8	33.2	

1/ Includes mixed dried fruit, dried figs and dried pears but excludes dried currants and raisins.

Source: National Consumer Panel of Industrial Surveys Company

